



DUTY STATEMENT

Classification: Graphic Designer III		Position Number:
Division/Office/Section: Executive/Office of Public Affairs		
Location: Sacramento	Effective Date:	
Employee's Name:	Supervision Exercised: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Supervisor's Name: Christina Files		
Collective Bargaining Identifier (CBID):		

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing if both appropriate) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools and equipment; complete assignments in a timely and efficient manner; and, adhere to department policies and procedures regarding attendance, leave, and conduct.

POSITION DESCRIPTION: Under the direction of the Information Officer II, the incumbent serves as an advanced journey level artist responsible for the development and production of the most complex graphic design work. Design work encompasses an emphasis on the planning, development, and execution of original artwork for online publishing, multimedia, and other mediums. The incumbent collaborates with the Office of Public Affairs team to inform the public of the mission and activities of the department.

ESSENTIAL FUNCTIONS

35% Graphic Design and Digital Communications

- Creates cutting edge and visually engaging materials that support the department's communication goals. Products may include infographics for web, print, presentations, and social media; fact sheets; brochures; posters; annual reports; digital animations and motion graphics; digital still photography; video content; and other visual communication materials to support news releases, media events, and public education campaigns.
- Employs state-of-the-art graphic design techniques, theories, and processes with current and evolving design trends in the creation of artwork including drawing, photo editing, color correction, file preparation, online publishing, animation, and other multimedia. Create unique, original artwork that the department can copyright.
- Employs techniques of interpreting statistical data and translating highly technical content into easy-to-understand visual representations that aid reader comprehension and positive responses to calls to action.
- Creates storyboards, produces and edits motion graphics-based web videos and data visualizations for website, social media, and campaigns.
- Uses Adobe Creative Suite, Microsoft Office 365, and other design software to create and publish graphically designed products, including: Photoshop, Illustrator, InDesign, Premiere, Rush, Acrobat Pro, Word, PowerPoint, and Canva.
- Coordinates and collaborates with other graphic designers as needed.

25% Professional Publishing

- Ensures all final products are free of typos, are ADA compliant, and meet WCAG 2.1 standards.
- Prepares graphic design projects for printing and negotiates the terms and conditions with printers and service bureaus. Determines the most cost-effective and environmentally sound method for designing and printing, obtains estimates, prepares specs, and works closely with vendors to ensure quality standards are met.

25% Graphic Design Project Management

- Maintains a system to track project information, specs and status using project management software, including: Microsoft Outlook, Planner, Excel, ToDo, Project, and Sharepoint.
- Collaborates with OPA team to design products that accurately meet the customer's request by providing initial sketches, incorporating ongoing feedback, and publishing products in multiple print and digital mediums.
- Meets with subject matter experts to determine design needs, establish project scopes, and recommend visual communication strategies.

- Establishes and maintain effective working relationships with customers and colleagues, present ideas to a diverse audience, and assimilate ideas and concerns from a variety of customers and translate them into effective and cost-efficient graphic design projects.
- Works closely with Creative Services Unit Supervisor to maintain style guidelines and graphic standards for all products.
- Prepares, writes, and presents graphic project creative briefs and proposals.
- Monitors project schedules and works closely with the Creative Services Unit Supervisor to determine priority of projects within time and budget constraints.

10% Ongoing Professional Development

- Takes initiative to stay current in the graphic design field by pursuing training opportunities through LinkedIn Learning and other avenues.
- Keeps updated on software improvements and design trends.
- Researches cutting edge design trends and make recommendations to OPA management on ways to stay ahead of the curve and visually relevant in an ever-evolving landscape.

MARGINAL FUNCTIONS

5% Additional Tasks

- Perform other duties as required

I have read and understood the duties and essential functions of the position and can perform these duties with or without reasonable accommodation:		Date:
Employee Signature:		
I certify that the above accurately represent the duties of the position:		Date:
Supervisor Signature:		
PERSONNEL USE ONLY: This personnel transaction has been reviewed and approved by:		
C&P Analyst:	Date Approved:	

SPECIAL REQUIREMENTS OF POSITION (IF ANY):

- ☐ Designated under Conflict of Interest Code.
- ☐ Duties performed may require annual physical.
- ☐ Duties require participation in the DMV Pull Notice Program (drives on state business 6 or more time per month).
- ☐ Requires the utilization of a self-contained breathing apparatus.*
- ☐ Operates heavy motorized vehicles.*
- ☐ Requires repetitive movement of heavy objects.*
- ☐ Performs other duties requiring high physical demand.* (Explain below)

*May require a pre-employment medical examination.

ESSENTIAL FUNCTIONS OF POSITION

- ☐ **VISION** – You must have sufficient vision to perform the following duties: identify resource requirements and prepare supporting materials; create visual art and visual digital art and animation; .
- ☐ **HEARING** – Your hearing must be sufficiently acute to perform following duties: perform phone consultations; take oral instructions from division management and personnel in other divisions
- ☐ **SPEECH** – You must have sufficient ability to speak to perform following duties: report budget, personnel, legislation, training, and administrative issues to management; speak on the phone; interact with division staff
- ☐ **CARDIAC/CIRCULATORY SYSTEM** – Your cardiac/circulatory system must be in sufficient condition to perform the following duties:
- ☐ **RESPIRATORY SYSTEM** - Your respiratory system must be in sufficient condition to perform these duties:
- ☐ **ORTHOPEDIC** – You must have the ability to use the following selected body parts – a. neck, b. shoulder, c. arm, d. elbow, e. wrist, f. hand, g. finger, h. spine, i. back, j. hip, k. leg, l. knee, m. ankle, n. foot, o. toe, to perform the following duties: use computer (a, b, c, d, e, f, g); attend meetings (h, i, j, k, l, m, n); and, use of appropriate body parts to perform other duties of this position
- ☐ **MANUAL DEXTERITY** – You must be able to perform the following duties involving manual dexterity: use the computer; telephone, calculator; FAX machine; drive vehicle to meetings, conferences workshops, etc.
- ☐ **BENDING, STOOPING, KNEELING** – You must be able to bend at the knee or waist, stoop, and kneel to perform the following duties:
- ☐ **SITTING OR STANDING** – You must be able to sit or stand for extended periods of time to perform the following duties: attend meetings, tour facilities, sit at desk for extended periods of time to perform division administrative duties that are mandatory for this position
- ☐ **LIFTING** – You must be able to lift up to pounds to perform the following duties:
- ☐ **CONCENTRATION** – You must be able to continuously concentrate to perform the following duties: develop division budget and work plans; research civil service classifications; analyze organizational structure; maintain and develop division administrative policies; develop priorities for use of division's line item expenditures; prioritize and monitor division contracts; develop and coordinate division training programs; review legislation
- ☐ **EQUILIBRIUM/BALANCE** – You must be able to perform the following duties in such a manner that you do not jeopardize the safety of others:
- ☐ **LOSS OF AWARENESS OR CONSCIOUSNESS** - You must be able to perform the following duties in such a manner that you do not jeopardize the safety of others:
- ☐ **CONTAGIOUS OR COMMUNICABLE DISEASE** - You must be able to perform the following duties in such a manner that you do not jeopardize the safety of others:
- ☐ **DRIVING OR OPERATING DANGEROUS EQUIPMENT** – You must be able to drive or operate dangerous equipment to perform the following duties:
- ☐ **Do you have any other physical or mental condition or limitation not listed above that prevent you from performing the essential functions of this position as described in this job description?**

EMPLOYEE CERTIFICATION

- ☐ Yes. I am able to perform all of the above listed essential functions of the position, and have no physical or mental condition or limitation that prevent or otherwise impair me from doing so.
- ☐ Yes, I am able to perform all of the above-listed essential functions of the position, but will require reasonable accommodation in order to do so.
- ☐ No, I am unable to perform one or more of the above-listed essential functions of the position, even with reasonable accommodation.
- ☐ I am not sure if I am able to perform on or more of the above-listed essential functions of the job.

Signature _____

Date _____